From: Chang, Lisa
To: Parkin, Richard; Rylko, Michael
Cc: Bonifaci, Angela
Subject: Questions for 10:00 call with Larry
Date: Tuesday, January 14, 2014 9:40:00 AM

Here are discussion points I think we should go through:

- EPA reviewers had questions on the Year 4 proposal and would like to discuss the project; first we'd like to confirm our basic understanding of the project, then ask some specific questions about the proposal
- Confirm basic understanding of project
    - The main purpose of the "Non-Point Pollution Public Information and Education Initiative" is twofold – to gauge public perception of water quality, which will in turn inform the implementation of a public education effort to build support for regulatory water quality protections that are consistent with the Skagit Chinook Recovery Plan (confirm this statement)
    - The scientific basis for the regulatory protections envisioned is the Skagit Chinook Recovery Plan (confirm this statement)
- Confirm outputs of project to date
    - Strategies 360 evaluation of public perception and 3-page summary report
    - www.whatsupstream.com website
    - Radio ads
    - Other?
- Specific questions about Year 4 proposal:
    - Timeline is February 2014-January 2015
    - New statement in proposal, "The final outcome of this project will be a ballot initiative during the 2014 election cycle to require regulations to provide for riparian buffers on agricultural lands bordering salmon streams."
        - How are tasks and outputs linked to this outcome?
        - What funding would be used to support work directly related to the ballot initiative?
- Broader questions about relationship of proposed work to Action Agenda, and to existing Management Conference and TRAR forums
    - Ecology and Commerce-led effort on land use planning barriers, BMPs, and example policies (p. 27, substrategies 1.2 and 1.3)
    - Other outreach and education efforts
    - ECB (e.g., regulatory subcommittee)
    - TRAR forum
- How can Larry's work be better integrated into the Management Conference?